

PR & Public Affairs Manager



Role Overview

Responsible for delivering YHG’s PR and stakeholder management strategy and plan. This role will work closely with the senior leadership team to build and nurture key strategic stakeholder relations to support the deliver of our corporate plan, and protect and enhance the Group’s reputation.

The post holder will manage all media relations and provide frequent monitoring insights, analysis and advice to colleagues at all levels, to promote and protect the brand.

RESPONSIBILITIES

- Advise and coordinate all reactive media relations, including crisis management, providing advice and support to the senior leadership team and colleagues

Working closely with key internal stakeholders to deliver and develop our stakeholder management strategy and plan, ensuring effective engagement with our primary external stakeholders, including local government, agencies and partners.

- Working with senior leaders, lead on YHG’s influencing and lobbying activity, aligned to political updates and policy and legislation proposals.

Working closely with colleagues across the business to develop and deliver a proactive PR plan, aligned to YHG’s corporate plan, to enhance YHG’s reputation in the sector and across our regions.

Advise and coordinate all reactive media relations, including crisis management, providing advice and support to the senior leadership team and colleagues, and managing YHG’s relationship with the media.

Our values



Honest & Reliable

We are authentic, open and dependable; and we do what we say we'll do.



Caring

We show kindness and consideration to our customers and each other.



Respectful & Fair

We listen to people, and strive for equity and inclusivity in all that we do.

Lead on all media monitoring; ensuring robust processes for effectively managing reputational risks across a variety of platforms.

Working closely with the Marketing & Brand Manager to deliver all PR and media deliverables of the of the development marketing programme.

Research and prepare high-quality briefing materials, presentations, speeches, toolkits and reports as required for external stakeholder audiences.

Manage YHG's stakeholder register/database, ensuring it is fully up to date and leveraged.
Lead on all stakeholder events, establishing effective engagement opportunities to raise awareness of the work that YHG is delivering, alongside the political climate.

Develop the use of digital communications channels to support YHG's public affairs activities e.g. social media, blogs, vlogs and podcasts.

Work closely with others in the Communications, Engagement & Marketing team and across YHG to ensure alignment and consistency of messaging.

- Lead on the Group's approach to external awards and accreditations.
- Undertake additional duties appropriate to the role and/or grade.

STRENGTHS

- ✓ A creative, natural influencer with impeccable attention to detail.
- ✓ Demonstrable ability to effectively engage with business stakeholders across the organisation at all levels.
- ✓ Excellent communication skills, both written & verbal, for multiple audiences.
- ✓ Excellent IT skills with proficiency in Microsoft Office.
- ✓ Ability to work autonomously with minimal supervision.
- ✓ Excellent relationship building skills.

ESSENTIAL REQUIREMENTS

- ✓ Experience in working with senior leaders in an advisory role.
- ✓ Proven track record in designing and executing successful public relations campaigns at both a local and national level.
- ✓ Proven experience of crisis communications and media law.
- ✓ Demonstrable exceptional writing and editing skills.
- ✓ Strong record in working with internal and external stakeholders on public affairs campaigns.
- ✓ Experience in a similar in-house role.

BENEFICIAL TO THE ROLE

- ✓ Eg Full UK Driving License & use of a vehicle.
- ✓ Membership of a professional body.
- ✓ Understanding of the political social housing landscape.
- ✓ A minimum of three years' experience in a public affairs role.
- ✓ A degree level education in public relations, communications or a related subject
- ✓ Journalism background.


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